

SOUVENIR

# Program

NEW YORK  
WORLD'S  
FAIR 1939



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## MACFADDEN EXHIBIT



*Frank Albertson and Patricia Murray*



*"It's always time to get up!"*



*He's always busy.*



*Billy and Bobby Mauch*

*Candid Camera  
Shots of  
"I'll Tell  
the World"*



*Doesn't know his own wife!*



*Jed Prouty*



*Betty Ross Clarke*



*"Business is terrible, but—"*



*Clem Bevans*



*Marilyn Knowlden*



*Peach on the beach.*



*Ethelreda Leopold*

# Liberty Magazine

presents

## "I'LL TELL THE WORLD"

Suggested by the Liberty Serial "The American Way of Life"

by GEORGE E. SOKOLSKY

Story and Production by Herbert Crooker

Directed by Lynn Shores

### THE PLAYERS

JOSEPH BURTON . . . . . JED PROUTY  
MRS. BURTON . . . . . BETTY ROSS CLARKE  
JIMMY HARKINS . . . . . FRANK ALBERTSON  
MARY BURTON . . . . . PATRICIA MURRAY  
BILLY BURTON . . . . . BILLY MAUCH  
BOBBY BURTON . . . . . BOBBY MAUCH  
SUE BURTON . . . . . MARILYN KNOWLDEN  
GRANDPA BURTON . . . . . CLEM BEVANS  
MAX FACTOR, JR. . . . . HIMSELF  
SECRETARY . . . . . ETHELREDA LEOPOLD  
BANKER . . . . . BYRON FOLGER  
FARMHAND . . . . . MICHAEL BLAIR

and

CLAUDETTE COLBERT as "CLEOPATRA"

*Courtesy of Paramount Pictures*

NARRATION BY LOWELL THOMAS

**appreciation** is particularly expressed to the following companies for the cooperation so generously given in the planning and development of "I'll Tell the World," and the Macfadden Exhibit: California Fruit Growers Exchange; Campbell Soup Company; Florida Citrus Commission; Ford Motor Company; General Motors Corporation; General Tire and Rubber Company; Gruen Watch Company; H. J. Heinz Company; Plymouth Division—Chrysler Corporation; also, Peak of the Week Studios and Siegel Bros., for costumes; Jantzen, for bathing suits; A. S. Beck Corporation, for shoes and stockings.

# Facts and Fancies

Winning a "Beauty and Brains" contest made Patricia Murray the "Liberty Girl" of the New York World's Fair and gave her the leading ingenue role in "I'll Tell the World." She is a graduate of the University of Pennsylvania, appeared on the stage with Jasper Deeter's famous Hedgerow Theatre company, and is also known as N.B.C.'s "Television Girl." This is her first picture, but you'll be seeing her some more.

■ ■ ■

Jed Prouty is known to millions as the father in the famous "Jones Family" pictures—fourteen of 'em. Some of us remember when Jed was a musical comedy star on the Broadway stage. Jed says that he liked his role in "I'll Tell the World" because he was given such a handsome family.

■ ■ ■

Possibly you saw Frank Albertson on the Broadway stage last season starring in "Brother Rat." Anyway, you've seen him in the movies in "Navy Blue and Gold," "Mother Carey's Chickens," "Room Service," "The Shining Hour," "Spring Madness" and more recently with Ginger Rogers. He plans another Broadway stage fling this summer in "Yokel Boy Makes Good."

■ ■ ■

The Mauch Twins (Billy and Bobby) were in "Anthony Adverse," "The Prince and the Pauper," the "Penrod" stories—and we still can't tell 'em apart. Marilyn Knowlden (who recently played the little princess in "Marie Antoinette") once married Billy Mauch—in the films by remote control. Marilyn was the little girl who

later grew up to marry Anthony Adverse. Billy was the boy Anthony.

■ ■ ■

Betty Ross Clarke, whose amazing facial alteration in the picture actually took an hour and a half, has been seen in the "Hardy Family" pictures. . . . Clem Bevans ("Grandpa") has played character roles in no end of good pictures, his latest being "Union Pacific." . . . And Byron Folger, the banker, is another screen veteran.

■ ■ ■

Ethelreda Leopold, featured beauty in the "Gold Digger" pictures and many other musical films, plays a secretary for the first time in her career in "I'll Tell the World." She liked it!

■ ■ ■

Rex, the whimsical dog in the picture, got all excited when he saw the Mauch Twins on the set. He played with them in "Penrod and His Twin Brother."

■ ■ ■

Hollywood nature-fakers got busy when there were only buds on the rose bushes in the garden scene with Mrs. Burton and Grandpa. The prop man gave a florist a hurry call, then tied lovely roses on the embarrassed bushes.

■ ■ ■

The beach sequence in the picture was filmed at the swank Los Angeles Ambassador Hotel, and the actual "ocean" scenes were "processed" in the studio.



## BERNARR MACFADDEN

**G**UIDING mind behind the mammoth Macfadden publishing organization.

Over forty years ago Bernarr Macfadden began publishing his health magazine *Physical Culture*.

Today, Macfadden Publications, Inc., the great corporation of which he is head, publishes twelve nationally and internationally circulated magazines—*Physical Culture*, *Liberty*, *True Story*, *Photoplay*, *True Romances*, *True Detective Mysteries*, *True Experiences*, *True Love and Romance*, *Movie Mirror*, *Master Detective*, *Radio Mirror* and *Your Faith*, having a combined annual circulation of more than two hundred million copies.

In addition Bernarr Macfadden has written no less than eighty-nine health books, not including his *Encyclopedia of Health* (8 vols.) and his *Home Health Library* (2 vols.). Millions of copies of his books have been distributed to the four ends of the earth.



### LIBERTY

Under the courageous publishing leadership of Bernarr Macfadden and the editorial direction of Fulton Oursler, *LIBERTY* is dedicated to light and reason, hope and knowledge for the American people. *LIBERTY*'s articles and fiction are true projections of the world of tomorrow in entertainment, information, inspiration. The publisher and the editor hold deep belief in the ability of Americans to find their way through the complexities of national and human relations when they are provided with the materials for decisions.

The people who write *LIBERTY* range from Presidents and new-found novelists to Prime Ministers and home-run hitters. A swastika'd dictator rubs shoulders with an unbearded rabbi; a prince of the blood marshals his arguments against the wife of his enemy's leader; diplomats and dancers, priests and politicians, solemn senators and gay movie stars voice their opinions. All to the end that intelligent Americans may be moved to action.

### TRUE STORY

To millions *TRUE STORY* has proved a solace in trouble, a beacon in despair, and, above all, a guide to leading the good life. It is at the same time a magazine of absorbing interest, fascinating to read.

With the exception of one feature story in each issue written and signed by a famous social-welfare, business, educational or religious leader, all stories it publishes are true chapters from the lives of the men and women who lived them. Every story between its covers bears a moral that is absorbed unconsciously. It does not preach. *TRUE STORY* has paid over \$600,000 to its readers for their stories. It is adapted to the needs of every member of the family. The *True Story Home Maker* is an institution in the homes of America. Its juvenile section is vastly popular and as many as 170,000 answers to its contests have been received in a single month. More than two million *True Story* magazines are bought each month by men and women who read it from cover to cover.

## PHYSICAL CULTURE

PHYSICAL CULTURE, the oldest of the Macfadden magazines, was founded forty years ago. It presents material on every phase of health—physical, mental and spiritual. It has always fought against prudery and hypocrisy and has never hesitated to lead the way. Mr. Macfadden's ideas on diet, exercise and dress are today accepted by everyone. The magazine publishes articles on keeping fit through natural living, discusses personal problems of everyday life—problems of infancy, childhood, adolescence, marriage, a program of all around health for everyone.

## PHOTOPLAY

PHOTOPLAY is the woman's magazine of the screen, often referred to as "the aristocrat of motion picture magazines." It is divided into four major sections: the feature section which offers such famous writers as Eleanor Roosevelt, Faith Baldwin and others, the photographic section, which exploits the greatest motion picture files in America and the newest pictures from Hollywood; the fashion section, which forecasts the fashion trend in Hollywood and finally, the service section, which brings the latest reviews, news and gossip of the studios.

## MOVIE MIRROR

—a smart magazine for the smart young people of today—

—the only motion picture magazine that concerns itself with YOU—the first magazine of its kind to

## TRUE DETECTIVE MYSTERIES

In the pages of TRUE DETECTIVE MYSTERIES, the world's leading fact-detective magazine, are recorded each month the authentic facts about the great crime cases that take place throughout the nation. It tells the truth about the racketeer barons, the kidnapers, the bank robbers, the murderers of America—as recorded from the official files of district attorneys, courts and the police. Endlessly it pounds home the truth to the youth of America that "Crime does not pay." Its famous monthly feature "The Line-Up" is responsible for the capture of 146 criminals.

## MASTER DETECTIVE

The MASTER DETECTIVE Magazine holds a treat for the "dyed in the wool" lover of detective stories—to all those readers who thrill as they follow the trail of the murderer fleeing from the long arm of the law. But these are real detectives who tell their nerve-thrilling tales in the pages of MASTER DETECTIVE, and real photographs profusely illustrate all the stories. They are stories you can't set aside until you have read to the very end. Like True Detective Mysteries, MASTER DETECTIVE continually pounds home the truth that "Crime Does Not Pay."

People Buy 201,339,820 Copies of

have as its aim your problems and your dreams.

Through MOVIE MIRROR you see Hollywood in a new way—gives you challenging pictures of the stars, showing them as real people. All the questions that have been interesting you are talked about with frankness and open honesty.

It is in MOVIE MIRROR that you will first find mention of the newest starlet, the latest fad, the gayest game and the most exciting fashion.

## TRUE ROMANCES

In TRUE ROMANCES, you will find a group of true short stories and continued serials of life today and yesterday, true stories of the loves, hopes, problems and desires of just such people as we all know in our own circle of family and friends. The stories are warm and intimate and full of romance, sentiment and sincere emotion.

In addition to the stories and serials, it contains each month a dramatic, revealing story of some well-known personality; helpful and enlightening articles on charm, beauty and food, to keep its readers up to date on what is new in these fields.

## TRUE EXPERIENCES

TRUE EXPERIENCES Magazine presents in its pages each month true short stories and continued serials revealing emotional and romantic interludes in the lives of people who have learned, through heartbreaking and sometimes bitter experiences, unforgettable lessons. The stories are frank and sincere and, besides being highly entertaining, give the reader an opportunity to profit by the experiences of others.

In addition to the anonymous stories and serials, it contains each month a special, dramatic, intimate story of some well-known personality.

## RADIO MIRROR

RADIO MIRROR is the magazine that doubles the listener's enjoyment of radio. In it you become acquainted with your favorite stars; see them at work and at play. In its pages you will find fun and laughs, drama and pathos, fascinating fiction and thrilling adventure, meaty articles by famous commentators, intimate stories from the lives of stars, many interesting and informative special departments and the Radio Mirror Almanac—the most complete and reliable broadcast directory published anywhere.

## TRUE LOVE AND ROMANCE

TRUE LOVE AND ROMANCE presents each month heart-warming short stories and serials of love, courtship and the problems of the early years of marriage. These stories, simply and sincerely told, are full of romance, pathos and the magic of young love.

In addition to the short stories and serials, it contains each month a dramatic, intimate revelation of the romance, problems and hopes of some well-known and popular figure in the public eye; an inspiring story showing the influence of God and prayer in everyday life; and a department devoted to the emotional problems of its audience.

■ ■ ■

Cleopatra, Siren of the Nile, impersonated by no other than Claudette Colbert, is a feature of "I'll Tell the World." This sequence from the feature picture, "Cleopatra," directed by Cecil B. DeMille, was obtained through the courtesy of Miss Colbert and Paramount Pictures. The episode is inserted quite naturally in a beauty sequence in the picture.

## YOUR FAITH

is a nonsectarian, pocket-size publication for those who feel the need of some Power outside themselves. It is not a digest magazine but specializes in first-run material which presents people's experiences *with* religion, rather than essays and sermons *about* religion. It does not preach. Through its vital stories and articles dealing with remarkable answers to prayer, rewarded faith, and renewed lives, it shows the relationship between God and man without the complication of controversial doctrines and creeds.

## BERNARR MACFADDEN BOOKS

Of the approximately one hundred health books which Bernarr Macfadden has written, his eight volume Encyclopedia of Health, his two volume Home Health Library and twenty-nine of the single volume works are currently on sale the world over. Copies are on display here at the Macfadden Exhibit, New York World's Fair 1939.

# Macfadden Magazines A Year

## ACTIVITIES OF THE BERNARR MACFADDEN FOUNDATION, BENEFICENT, NON-PROFIT TRUST

Several years ago Bernarr Macfadden converted his personal fortune into the Bernarr Macfadden Foundation devoted to the perpetuation of his several activities on behalf of improved public health and efficiency. The Bernarr Macfadden Foundation conducts various non-profit enterprises:

THE MACFADDEN-DEAUVILLE HOTEL at Miami Beach, Florida, one of the most beautiful resorts on the Florida beach. Recreation of all kinds provided, although a rigid system of Bernarr Macfadden methods of health building can be secured.

THE PHYSICAL CULTURE HOTEL, Dansville, New York, is open the year round, with accommodations at attractive prices, for health building and recreation.

THE LOOMIS SANATORIUM,

Liberty, New York, for the treatment of tuberculosis, has been taken over by the Foundation and Bernarr Macfadden's treatments, together with the latest, most scientific medical procedure, can be secured here for the treatment, in all stages, of this dread disease.

CASTLE HEIGHTS MILITARY ACADEMY at Lebanon, Tennessee, a man-building, fully accredited school preparatory for college, placed on the honor roll by designation of the War Department's governmental authorities, where character building is the most important part of education.

THE BERNARR MACFADDEN FOUNDATION SCHOOL for boys and girls from four to eleven, at Briarcliff Manor, New York.

MACFADDEN INSTITUTE OF PHYSICAL CULTURE, a school of unusual nature, offering a broad curriculum in all health building subjects, dietetics, hygiene and the special Macfadden methods.

For information regarding any of the above institutions address—Bernarr Macfadden Foundation, Room 718, 205 East 42nd Street, New York, N. Y.



# A Place To Meet Your Friends



Lounge and Mezzanine.

We have tried to make the Macfadden Exhibit restful, entertaining and instructive. We sincerely hope that you have enjoyed it and that you will extend our cordial invitation to any of your friends who are coming to the New York World's Fair to pay us a visit.



Grand Foyer.



## The Macfadden Exhibit

COMMUNICATIONS BUILDING  
New York World's Fair 1939



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